

ORDER



Orders
Order / Rev: 721156
Alt Order #: 06366984
Product Desc: DCCC
Estimate: 1551
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 10/11/12 / 10/11/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Great American Media/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/14/12	25	\$51,500.00	\$43,775.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	25	\$51,500.00	\$43,775.00	0.00
Totals	25	\$51,500.00	\$43,775.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/09/12	10/15/12	M-F 10-1035p KARE News 10p	CM	10-1035p	--WTF--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		KARE11NWS-10<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	--WTF--		1				\$3,500.00		0.00			
2	KARE	10/09/12	10/15/12	Tonight Show Tonight Show	CM	1035pm-1135pm	--WTF--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		TONITE SHW-NBC<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	--WTF--		1				\$1,000.00		0.00			
3	KARE	10/09/12	10/15/12	M-F 2-3p The Doctors	CM	2P-3P	--WTF--	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		DOCTORS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	--WTF--		1				\$300.00		0.00			
4	KARE	10/09/12	10/15/12	M-F 3-4p DR OZ	CM	3-4p	--WTF--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		DR. OZ<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	--WTF--		2				\$650.00		0.00			
5	KARE	10/09/12	10/15/12	M-F 4-430p KARE 11 4 News	CM	4-430P	--WTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		KARE11NEWS@4PM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	--WTF--		2				\$400.00		0.00			

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Advertiser: Democratic Congressional Campaign Co
 Product Desc: DCCC
 Estimate: 1551

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KARE	10/09/12	10/15/12	M-F 430-5p Jeopardy	CM	430-5P	--WTF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	--WTF--					2	\$1,500.00		0.00			
7	KARE	10/09/12	10/15/12	M-F 5-530p KARE 11 5 News	CM	5-530p	--WTF--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	--WTF--					1	\$2,000.00		0.00			
8	KARE	10/09/12	10/15/12	M-F 6-630p KARE 11 6 News	CM	6-630p	--WTF--	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
KARE11NWS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	--WTF--					2	\$2,000.00		0.00			
N 9	KARE	10/13/12	10/13/12	Saturday Night Live Saturday Night Live	CM	1030P-1202A	-----S-	:30	1	\$1,650.00	P-2	0.00	NM	1	\$1,650.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$1,650.00		0.00			
10	KARE	10/13/12	10/13/12	Notre Dame Football Notre Dame Football	CM	230-6P (2:30 PM-6:00 PM)	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
NOT ON CARD ND FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$600.00		0.00			
11	KARE	10/13/12	10/13/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
KARE11 NWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$700.00		0.00			
12	KARE	10/14/12	10/14/12	NFL Regular Season Fo NFL Regular Season Footba	CM	715-1030P	-----S	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
NFL SUN FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$8,000.00		0.00			
13	KARE	10/14/12	10/14/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$400.00		0.00			
14	KARE	10/09/12	10/09/12	Tue Prime VOICE	CM	Tue Prime (6:58 PM-8:00 PM)	-T-----	:30	2	\$4,750.00	P-2	0.00	NM	2	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					2	\$4,750.00		0.00			
15	KARE	10/13/12	10/13/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$2,250.00		0.00			
16	KARE	10/13/12	10/13/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					2	\$250.00		0.00			
17	KARE	10/14/12	10/14/12	Post NFL Late News Post NFL Late News	CM	Post NFL Late Nev (10:30 PM-11:05 PM)	-----S	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					2	\$2,500.00		0.00			
18	KARE	10/14/12	10/14/12	NFL Regular Season Fo NFL Regular Season Footba	CM	715-1030P	-----S	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$7,000.00		0.00			

